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OKLAHOMA BUSINESS BULLETIN

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COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF OKLAHOMA

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October 1984 VOL. 52, ISSUE 10

SUMMARY OF INDICATORS

Category	7 Mos. '84	7 Mos. '83	July '84	Percentage Change 7 Mos. '84/83	Percentage Change July/June '84
Personal Income (Monthly Average)[a]					
Unadjusted ($000,000)	3,416	3,124	3,520	9.3	0.8
Adjusted for CPI ($000,000)	1,095.9	1,056.8	1,129.3	3.7	0.5
Crude Oil Production (000 bbl)[b]	84,467	80,036	14,001	5.5	-1.4
Industrial Power Sales (000,000 Kwh)[c]	4,627	4,354	692	6.3	4.4
Total Bank Deposits ($000,000)[d]					
Demand	7,539	NA	7,776	NA	1.5
Savings	24,445	NA	25,216	NA	0.5
Savings and Loan Associations ($000,000)					
Assets	8,712	7,639	9,099	14.1	1.5
New Mortgage Loans Made	961	936	120	2.7	-18.9
Employment[a,e]					
Total Labor Force (000)	1,559	1,550	1,593	0.6	-0.4
Total Employment (000)	1,444	1,397	1,489	3.4	-0.3
Unemployment Rate (%)	7.3	9.8	6.5	—	—

NA = Not Available.
[a]Includes revisions in previous month's data.
[b]6 months and June data.
[c]Sales of larger privately owned utility companies.
[d]Total deposits of the Federal Reserve Member Banks; Savings includes all types of NOW accounts.
[e]Civilian Labor Force.

RETAIL TRADE IN SELECTED CITIES ($000)

City	July '84 Adjusted	July '84 Unadjusted	Adjusted[a] '84/'83 7 Mos.	Adjusted[a] 1984 July/June	City	July '84 Adjusted	July '84 Unadjusted	Adjusted[a] '84/'83 7 Mos.	Adjusted[a] 1984 July/June
Ada	14,722	14,933	13.5	-5.9	Idabel	4,241	4,028	3.2	-6.0
Altus	11,012	11,440	7.2	-19.0	Lawton	38,719	38,584	11.6	-6.6
Alva	3,866	3,836	5.4	-8.1	McAlester	14,883	15,389	15.2	-2.0
Anadarko	4,981	5,339	8.4	2.4	Miami	9,562	9,599	10.8	1.8
Ardmore	19,498	19,609	10.8	-4.2	Midwest City	35,916	35,842	13.3	-1.6
Bartlesville	27,346	27,156	6.7	-11.3	Norman	41,674	41,376	10.7	-0.9
Blackwell	3,408	3,299	5.6	-4.9	Oklahoma City	308,372	305,767	13.2	-3.8
Broken Arrow	18,636	18,702	10.8	-9.7	Okmulgee	6,604	6,527	4.7	-3.7
Chickasha	10,878	10,638	4.0	-3.2	Pauls Valley	4,224	4,210	9.6	-1.8
Clinton	6,962	6,987	3.3	-1.8	Pawhuska	2,500	2,627	15.2	-2.0
Cushing	6,345	6,097	30.9	-0.9	Ponca City	15,611	15,724	2.6	-1.8
Del City	11,211	11,230	11.5	-3.2	Poteau	4,341	4,185	3.6	-8.1
Duncan	16,663	16,086	6.4	-0.1	Sand Springs	10,356	10,367	3.7	-1.6
Durant	7,466	7,522	10.9	-4.5	Sapulpa	10,262	10,294	21.2	-3.0
Edmond	28,648	28,622	7.3	2.9	Seminole	5,820	5,759	2.5	4.6
Elk City	6,142	6,243	0.0	1.9	Shawnee	18,071	18,038	12.9	-2.7
El Reno	8,537	8,357	10.5	-5.1	Stillwater	17,430	16,410	17.8	-5.8
Guthrie	5,061	4,994	5.0	-4.6	Tahlequah	6,659	7,031	4.9	-5.2
Guymon	4,111	4,121	2.1	-5.3	Tulsa	232,301	227,039	3.8	-3.9
Henryetta	5,113	5,138	15.6	0.0	Watonga	2,304	2,247	3.3	-0.9
Hobart	2,395	2,439	3.0	-7.9	Wewoka	1,714	1,653	2.3	-8.8
Holdenville	2,447	2,392	14.1	-5.7	Woodward	10,580	10,654	4.0	-11.8
Hugo	3,505	3,426	8.7	-4.0	**Total**	1,031,097	1,021,956	9.2	-3.9

[a]Percentage Change

RETAIL TRADE IN METRO AREAS AND STATE
($000)

Retail Trade	7 Mos. '84	7 Mos. '83	July '84 Adjusted	July '84 Unadjusted	Percentage Change 7 Mos. '84/'83	July/June '84 Adjusted	July/June '84 Unadjusted
OKLAHOMA CITY MSA							
Food	1,180,234	982,643	184,083	190,030	20.1	-1.8	-4.3
Apparel	132,277	126,075	17,653	16,144	4.9	-9.6	-8.4
General Merchandise	499,111	463,057	68,504	66,118	7.8	-12.0	-13.5
Furniture	188,348	166,204	27,002	27,643	13.3	-1.8	0.2
Lumber	187,318	164,242	23,779	26,922	14.1	-5.6	-3.8
Auto Dealers	791,888	742,320	107,356	97,737	6.7	-8.4	-17.3
Service Stations	163,504	149,520	22,620	25,022	9.4	1.6	0.8
All Other	484,454	417,741	67,215	71,960	16.0	-3.6	-4.6
Total	3,627,134	3,211,607	518,212	521,576	12.9	-4.8	-7.9
TULSA MSA							
Food	616,694	676,908	84,507	84,537	-8.9	-12.8	-14.2
Apparel	108,461	111,360	15,343	13,939	-2.6	-3.0	-6.3
General Merchandise	229,496	205,671	33,688	33,196	11.6	-3.3	-9.9
Furniture	143,178	116,572	21,012	20,990	22.8	-4.0	-10.6
Lumber	109,612	106,768	15,400	17,801	2.7	-2.6	-1.0
Auto Dealers	582,440	550,998	79,205	71,973	5.7	-8.4	-17.3
Service Stations	133,991	122,644	18,606	20,513	9.3	1.6	0.8
All Other	326,665	277,462	48,816	53,660	17.7	-4.3	-28.8
Total	2,250,537	2,168,383	316,577	316,609	3.8	-7.5	-10.9
ENID MSA							
Food	60,330	48,909	9,475	10,051	23.4	-0.1	2.3
Apparel	11,963	15,769	1,501	1,566	-24.1	-15.9	1.2
General Merchandise	28,973	28,878	4,360	4,304	0.3	6.2	4.5
Furniture	10,604	9,957	1,531	1,547	6.5	1.0	4.6
Lumber	14,953	15,688	2,035	2,211	-4.7	3.0	-2.7
Auto Dealers	61,260	57,427	8,306	7,561	6.7	-8.4	-17.3
Service Stations	11,550	10,573	1,603	1,768	9.3	1.5	0.8
All Other	43,093	41,539	6,203	6,292	3.7	13.1	2.6
Total	242,726	228,740	35,014	35,300	6.1	0.1	-2.7
LAWTON MSA							
Food	93,726	83,552	13,732	14,955	12.2	-14.6	-10.1
Apparel	10,317	10,557	1,359	1,250	-2.3	-23.3	-15.7
General Merchandise	48,452	42,391	6,657	6,511	14.3	-8.7	-11.7
Furniture	17,010	15,040	2,211	2,404	13.1	-6.3	-3.6
Lumber	15,126	11,900	2,062	2,202	27.1	0.2	-5.6
Auto Dealers	83,950	78,698	11,382	10,362	6.7	-8.4	-17.3
Service Stations	14,990	13,725	2,086	2,299	9.2	1.6	0.8
All Other	18,565	19,965	2,781	3,057	-7.0	12.4	2.5
Total	302,136	275,828	42,270	43,040	9.5	-9.2	-10.5
MUSKOGEE AREA							
Food	68,633	59,492	10,400	11,555	15.4	-9.4	-6.6
Apparel	9,130	9,802	1,220	1,263	-6.9	-10.6	-3.8
General Merchandise	22,390	21,336	3,032	2,800	5.0	1.9	-8.7
Furniture	7,217	6,655	992	1,072	8.5	-8.9	-11.0
Lumber	9,239	6,539	1,188	1,344	41.3	-14.9	-16.6
Auto Dealers	49,398	46,369	6,700	6,105	6.5	-7.8	-16.5
Service Stations	12,716	11,622	1,754	1,945	9.4	1.3	0.8
All Other	33,035	23,417	4,585	5,031	41.1	-7.1	-17.5
Total	211,758	185,232	29,871	31,115	14.3	-7.4	-10.9
STATE							
Durable Goods[a]	3,622,000	3,357,492	501,344	485,041	7.9	-5.9	-12.5
Auto Dealers	2,269,025	2,126,992	307,612	280,050	6.7	-8.4	-17.3
Accessory Dealers	291,653	270,759	42,546	46,468	7.7	-1.3	-6.6
Total Automotive	2,560,678	2,397,751	350,158	326,518	6.8	-7.6	-15.9
Furniture	264,667	245,168	36,751	38,608	8.0	-4.4	-6.9
Household Appliances	168,803	144,264	25,550	27,429	17.0	6.1	2.8
Total Furniture and Appliances	433,470	389,432	62,301	66,037	11.3	-0.4	-3.1
Lumber and Building Materials	475,096	426,838	65,990	72,847	11.3	0.3	-3.8
Hardware Stores	45,803	41,611	6,577	7,021	10.1	-0.9	-12.1
Total Lumber, Building Materials & Hardware	520,899	468,449	72,567	79,868	11.2	0.2	-4.6
Nondurable Goods	6,041,991	5,585,267	881,711	894,673	8.2	-9.5	-7.8
Apparel	419,655	522,329	52,096	48,540	-19.7	-18.8	-18.3
Drug Stores	112,925	102,762	16,034	15,247	9.9	-2.2	-7.5
Eating and Drinking Places	944,633	854,329	134,590	145,565	10.6	-5.2	-2.0
Food Group	2,366,947	2,146,894	357,417	363,152	10.3	-5.0	-8.2
Service Stations	577,530	528,873	79,838	88,416	9.2	1.6	0.8
Department Stores, Mail Order Houses and Variety Stores	1,308,680	1,139,055	187,913	175,191	14.9	-7.6	-10.7
Total Retail Trade	9,663,991	8,942,759	1,383,055	1,379,714	8.1	-8.2	-9.5

[a]Total include data for categories not shown in the table.

ENID AND LAWTON MSAs
MUSKOGEE MA

Category	7 Mos. '84	7 Mos. '83	July '84	Percentage Change 7 Mos. '84/'83	Percentage Change July/June '84
ENID MSA					
Employment (Number)					
Labor Force	31,886	32,157	32,300	-0.8	0.6
Total Employment	29,914	29,471	30,500	1.5	0.7
Unemployment Rate (%)	6.2	8.4	5.6	—	—
PERMIT-AUTHORIZED CONSTRUCTION[a]					
Residential—Single Family					
Dollar Value ($000)	9,981	20,688	717	-51.8	-44.5
Number of Units	143	273	8	-47.6	-50.0
Residential—Multi Family					
Dollar Value ($000)	330	560	0	-41.1	0.0
Number of Units	11	13	0	-15.4	0.0
Nonresidential					
Commercial ($000)	4,469	13,511	309	-66.9	-77.9
Industrial ($000)	0	321	0	—	0.0
Institutional ($000)	885	1,046	0	-15.4	—
Nonbuilding					
Streets and Highways ($000)	336	4,392	0	-92.4	0.0
All Other Nonbuilding ($000)	181	41	0	341.5	0.0
Total Construction ($000)	16,181	40,560	1,026	-60.1	-71.3
LAWTON MSA					
Employment (Number)					
Labor Force	40,143	40,014	41,800	0.3	0.0
Total Employment	37,843	37,300	39,600	1.5	0.3
Unemployment Rate (%)	5.7	6.8	5.3	—	—
PERMIT-AUTHORIZED CONSTRUCTION[a]					
Residential—Single Family					
Dollar Value ($000)	14,366	22,320	1,338	-35.6	-2.6
Number of Units	246	431	18	-42.9	-18.2
Residential—Multi Family					
Dollar Value ($000)	8,413	2,525	0	233.2	—
Number of Units	385	206	0	86.9	—
Nonresidential					
Commercial ($000)	3,995	3,807	642	4.9	83.4
Industrial ($000)	1,207	1,196	0	0.9	0.0
Institutional ($000)	490	100	0	390.0	—
Nonbuilding					
Streets and Highways ($000)	2,113	1,000	0	111.3	0.0
All Other Nonbuilding ($000)	0	0	0	0.0	0.0
Total Construction ($000)	30,584	30,948	1,980	-1.2	-75.1
MUSKOGEE MA					
Employment (Number)[a]					
Labor Force	31,288	30,643	32,300	2.1	1.1
Total Employment	27,936	27,073	29,250	3.2	1.9
Unemployment Rate (%)	10.7	11.7	9.4	—	—
PERMIT-AUTHORIZED CONSTRUCTION[a]					
Residential—Single Family					
Dollar Value ($000)	4,005	5,336	1,111	-24.9	120.9
Number of Units	60	104	16	-42.3	100.0
Residential—Multi Family					
Dollar Value ($000)	709	4,736	0	-85.0	—
Number of Units	21	198	0	-89.4	—
Nonresidential					
Commercial ($000)	1,269	2,592	0	-51.0	—
Industrial ($000)	7,340	150	150	E	200.0
Institutional ($000)	460	1,624	0	-71.7	0.0
Nonbuilding					
Streets and Highways ($000)	2,420	244	0	E	—
All Other Nonbuilding ($000)	77	23	11	234.8	—
Total Construction ($000)	16,279	14,705	1,272	10.7	-62.8

Note: All retail trade data are seasonally adjusted.

[a]Includes revisions in some previous months.

Sources for all tables: Local utilities companies; 10th Federal Reserve District Member Banks; Federal Home Loan Bank of Topeka; Oklahoma Employment Security Commission; United States Department of Commerce, Construction Statistics Division; Oklahoma Department of Transportation, *Progressive Report of the Transportation Director;* Center for Economic and Management Research, College of Business Administration, The University of Oklahoma. The data for all tables were compiled by Marjorie E. Earley, Statistician for CEMR and Mary Long, Research Assistant.

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OKLAHOMA CITY AND TULSA MSAs

Category	7 Mos. '84	7 Mos. '83	July'84	Percentage Change 7 Mos. '84/'83	Percentage Change July/June '84
OKLAHOMA CITY MSA					
Employment (Number)					
Labor Force	488,386	477,571	499,200	2.3	-0.5
Total Employment	461,686	447,657	475,000	3.1	-0.4
Unemployment Rate (%)	5.5	7.3	4.8	—	—
New Mortgage Loans Made ($000)[a]	251	189	27	32.8	-29.0
Bank Deposits ($000,000)[b]					
Demand Deposits	1,090	NA	1,172	NA	10.5
Time and Savings Deposits	2,498	NA	2,570	NA	-0.4
PERMIT-AUTHORIZED CONSTRUCTION					
Residential—Single Family					
Dollar Value ($000)	349,322	359,351	29,836	-2.8	-21.0
Number of Units	6,034	6,254	515	-3.5	-20.0
Residential—Multi Family					
Dollar Value ($000)	97,486	220,214	17,128	-55.7	-11.7
Number of Units	4,214	6,895	713	-38.9	-20.9
Nonresidential					
Commercial ($000)	149,569	68,462	22,610	118.4	-16.2
Industrial ($000)	19,949	26,025	7,444	-23.4	E
Institutional ($000)	21,871	23,472	2,386	-6.8	-44.8
Nonbuilding					
Streets and Highways ($000)	24,793	28,156	9,983	-11.9	75.7
All Other Nonbuilding ($000)	10,541	6,533	2,057	61.3	56.7
Total Construction ($000)	673,531	732,212	91,444	-8.0	-0.7
TULSA MSA					
Employment (Number)					
Labor Force	372,586	374,571	379,300	-0.5	0.3
Total Employment	342,371	334,486	352,500	2.4	0.6
Unemployment Rate (%)	8.1	10.7	7.1	—	—
New Mortgage Loans Made ($000)[a]	208	203	37	2.5	-2.6
Bank Deposits ($000,000)[b]					
Demand Deposits	780	NA	749	NA	-3.0
Time and Savings Deposits	1,844	NA	1,870	NA	0.8
PERMIT-AUTHORIZED CONSTRUCTION					
Residential—Single Family					
Dollar Value ($000)	103,431	179,930	11,354	-42.5	-4.4
Number of Units	1,986	3,460	210	-42.6	-7.1
Residential—Multi Family					
Dollar Value ($000)	64,079	114,471	7,835	-44.0	-31.4
Number of Units	2,397	4,462	322	-46.3	-29.7
Nonresidential					
Commercial ($000)	144,022	45,092	13,619	319.7	-53.0
Industrial ($000)	14,253	4,360	4,281	226.9	224.1
Institutional ($000)	14,735	9,299	4,676	58.5	25.1
Nonbuilding					
Streets and Highways ($000)	19,184	13,602	3,006	41.0	-31.7
All Other Nonbuilding ($000)	3,795	3,091	454	22.8	-50.7
Total Construction ($000)	363,498	369,847	45,227	-1.7	-27.8

NA = Not Available.
E = exceeds 600 percent.
[a]By savings and loan associations.
[b]Total deposits of the Federal Reserve Member Banks, savings includes all types of NOW accounts.

CONSTRUCTION, STATE

Category	7 Mos. '84	7 Mos. '83	July '84	Percentage Change 7 Mos. '84/'83	Percentage Change July/June '84
PERMIT-AUTHORIZED CONSTRUCTION					
Residential—Single Family					
Dollar Value ($000)	531,009	662,346	50,187	-19.8	-16.1
Number of Units	9,340	11,877	864	-21.4	-16.8
Residential—Multi Family					
Dollar Value ($000)	194,796	382,747	27,102	-49.1	-32.1
Number of Units	7,963	13,640	1,117	-41.6	-36.9
Nonresidential					
Commercial ($000)	342,951	173,932	41,685	97.2	-37.2
Industrial ($000)	50,474	41,722	12,073	21.0	420.0
Institutional ($000)	51,397	58,013	8,957	-11.4	-19.0
Nonbuilding					
Streets and Highways ($000)	100,900	109,665	16,817	-8.0	-2.7
All Other Nonbuilding ($000)	15,698	11,303	2,756	38.9	15.9
Total Construction ($000)	1,287,224	1,439,728	159,578	-10.6	-19.9